

Reviews: Turning a negative into a positive

Don't panic if you receive a negative review about your business. It's not necessarily a bad thing, when handled in the right way.

Negative reviews:

- ✓ **Give you the chance to publicly showcase your customer service skills;** showing potential customers that you take feedback seriously and aim to resolve mistakes that have been made. Naturally things go wrong but what a great opportunity to show that you care enough to resolve the issue
- ✓ **Are not always relevant to prospective customers;** a 1 star review left for a restaurant which details that the staff aren't child friendly is unlikely to impact a couple who are looking for a quiet venue for their anniversary meal
- ✓ **Show transparency and authenticity;** would you trust a business that only shows 5 star ratings? A mix of reviews are much more genuine and believable to any future customers

69% of consumers who raise issues are more likely to return to the business if the issues are resolved quickly and efficiently*.

Managing negative reviews

The most powerful way to take control of your online reputation is to respond to all reviews as the official business owner. Take the opportunity to read through the below advice before you reply.

Tailor your response around feedback given:

1 Where a mistake has taken place
Resolve the issue by offering solutions publicly

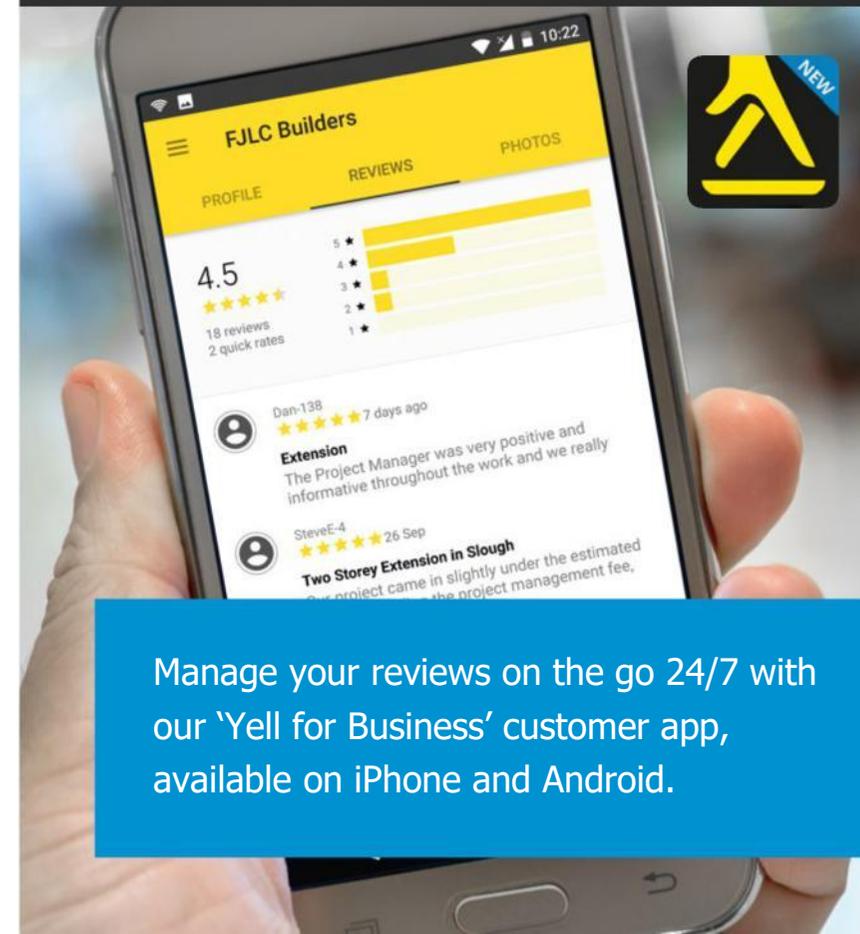
2 When you have a disagreement on events
We recommend that you take the discussion offline. If you know who the customer is and you have their contact details, take the initiative of calling or emailing them directly in order to resolve their issues. If you don't have the customer's details, then ask the user to contact you directly so that the conversation is not visible for all to see

3 Where a review is not genuine
If the review is not for your business or if you doubt the authenticity, you may report it to Yell's dedicated Customer Services team to investigate. Use the 'Report Review' link on the right-hand side of the review in question to start this process

Generate new reviews!

The best way to counteract negative ratings is to ask your happy customers to leave you a review.

This will give a balanced view of your business and is simple to do via our 'Request a review' feature.



Manage your reviews on the go 24/7 with our 'Yell for Business' customer app, available on iPhone and Android.